

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marc B Glosserman		11/19/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hill Country IP, LLC		
Street Address:	30 W. 26th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3325750	HILL COUNTRY	
Serial Number:	77635133	HILL COUNTRY	
Serial Number:	77635159	HILL COUNTRY	
Serial Number:	77635149	HC	
Serial Number:	77635185	HC	
Serial Number:	77635170	HC	
Serial Number:	77635178	HC	
CORRESPONDENCE DATA			
Fax Number:	(212)326-6915		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-326-0831		
Email:	mshine@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		

CH \$190.00 3325750

900148537

TRADEMARK
REEL: 004103 FRAME: 0367

ATTORNEY DOCKET NUMBER:	14673.01
NAME OF SUBMITTER:	Teresa Lee
Signature:	/tle/
Date:	11/25/2009
Total Attachments: 2 source=HCIP Transfer Letter#page1.tif source=HCIP Transfer Letter#page2.tif	

ASSIGNMENT

This Agreement (hereinafter the "Agreement") is made and entered into effective November ~~19th~~^{9th}, 2009 (hereinafter the "Effective Date") by and between Marc B. Glosserman, a citizen of the United States, with an address at 287 W. 4th Street, New York, N.Y. 10014 (hereinafter "ASSIGNOR") on the one hand, and Hill Country IP, LLC, a limited liability company organized under the laws of the State of New York, with an address at 30 W. 26th Street, New York, N.Y. 10010 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns a trademark registration (hereinafter the "Registration") and trademark applications (hereinafter the "Applications") for the marks (hereinafter the "Marks") set forth below (the Marks, the Registration and the Applications collectively hereinafter referred to as the "Property");

HILL COUNTRY® in cl. 43, Registration No. 3,325,750;

HILL COUNTRY in cl. 9, Application Serial No. 77/635,133;

HILL COUNTRY in cl. 41, Application Serial No. 77/635,159;

HC & Design in cl. 9, Application Serial No. 77/635,149;

HC & Design in cl. 25, Application Serial No. 77/635,185;

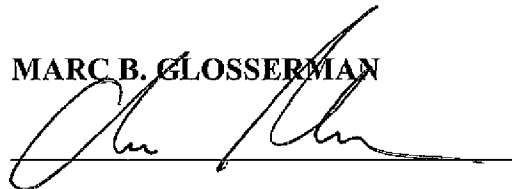
HC & Design in cl. 41, Application Serial No. 77/635,170;

HC & Design in cl. 43, Application Serial No. 77/635,178

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of his right, title and interest in, to and under such Property;

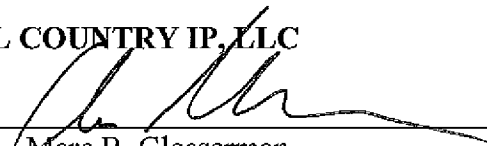
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world, together with that part of the goodwill of ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Marks or other legal protections pertaining to the Transferred Rights.

MARC B. GLOSSERMAN



HILL COUNTRY IP, LLC

By:


Marc B. Glosserman
Authorized Signatory